

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION  
OCTOBER 2003 COMMISSION MEETING**

**BURBANK, CA**

**October 16, 2003**

**HIGHLIGHTS**

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:10 a.m. The following Commissioners were in attendance: Elizabeth Rice Grossman, Sandra Gutierrez, Eliseo Medina, Margaret Taylor, Lou Vismara, and Chairman Rob Reiner.

- **Approval of Minutes – July 22, 2003 – Item 3**

The minutes for the July 22, 2003 Commission meeting were approved.

- **Chairman's Report – Item 4**

Chairman Reiner welcomed and introduced two members of the Commission. Margaret Taylor, Director of Health Services for San Mateo County, who was appointed by the Governor to fill the health executive position on the Commission and Eliseo Medina, International Executive Vice President for the Service Employees International Union, who was also appointed by the Governor.

Chairman Reiner reported on the following areas:

First 5 Los Angeles – Preschool for All Funding Approval – First 5 Los Angeles last week approved funding for their Preschool for All program in the amount of \$500 million over 5 years.

First 5 Receives Award – The Commission's ad, *Growing Down*, won an award for Outstanding Achievement in Public Service Announcements from the Literacy Network of Greater Los Angeles. Chairman Reiner thanked Roy Behr and his team for helping develop the innovative ad.

New Ads – October 8 – First 5's latest round of paid media spots began airing throughout California. The spots continue themes we have established in previous campaigns. There are two spots focusing on the importance of preschool and one spot focusing on parental involvement. There are also anti-tobacco radio and print ads. Chairman Reiner noted that the campaign, once again, will feature 11 languages. The campaign will continue through early December.

Media Advisory Committee and Research Advisory Committee Appointments – Chairman Reiner reported that Elizabeth Rice Grossman will serve on the Commission's Media and Advocacy Advisory Committee and Alice Walker Duff will serve on the Research Advisory Committee.

Audit – Chairman Reiner reported that the Joint Legislative Audit Committee approved a request from Senator Dean Florez to audit several County Commissions, as well as the State Commission. These audits will be conducted by the Bureau of State Audits. Senator Florez had requested an audit of the Kern County Commission and two others, for comparison purposes. But in the course of the hearing, the Bureau of State Audits announced that it would not single out any one county. Rather, it will review the funding balances of all 58 county commissions and select the top five for auditing. The State Commission will be subject to the audit, although the scope of that audit is not yet clear. The audit process is confidential; all of the audits will be initiated by January, according to the State Auditor.

Lawsuit – Chairman Reiner announced that the California Supreme Court denied the petitions submitted by CART and Cigarettes Cheaper for a review of the appellate court decision in the consolidated cases challenging Prop 10. Barring an appeal to the US Supreme Court, these cases have successfully concluded.

KCET Proposal – Chairman Reiner reported that KCET, the Public Television Station in Los Angeles, has requested funding for parental education programming on public stations throughout the state. Staff will be coordinating meetings with KCET, the County Association, and others to discuss possible partnerships.

#### • **Executive Director's Report – Item 5**

Jane Henderson, Executive Director, First 5 California, provided a brief report on various issues/activities that Commission staff has been involved with:

School Readiness Initiative – Dr. Henderson reported that 172 School Readiness programs are underway in 56 counties. She reported that by the end of 2003, every county will be participating in the initiative, with more than 200 programs in operation. She reported that of the \$192.8 million budgeted by the Commission, \$150 million is already out the door, matched on a 1:1 basis with local funds. A statewide School Readiness Symposium focusing on best practices will be held on December 9-10 in Sacramento. Commissioner Lou Vismara requested a future update on the effect of the School Readiness Initiative on schools' readiness for children. Commissioner Sandra Gutierrez noted the importance of the relationship between School Readiness and the Preschool for All Initiative. She noted that Los Angeles is working to ensuring the two initiatives move forward together.

The Children of Migrant and Seasonal Farm Worker Project – Dr. Henderson reported that this project, which was funded at \$10 million over four years, is ahead of schedule. This project is focused on providing early childhood education services to children of farm workers by partnering with the United Farm Workers as well as enhancing the existing migrant early childhood education infrastructure. The goal is to reach 9300 children in 22 counties, which is double the original projection. Commissioner Eliseo Medina asked if families must be migrant to participate. Many farm worker families now live in one location, while individual family members travel seasonally. Dr. Henderson clarified that the families do not have to be migrant families (as is the case with the federally funded early childhood education program.) Dr. Henderson noted that a press event will be held in Fresno on November 4 to publicize the initiative.

Children with Disabilities and Other Special Needs RFP – Dr. Henderson reported that the RFP was released in late August and that proposals are due October 30<sup>th</sup>. She reported that once the contractor is selected, staff will work with the contractor and an advisory group to refine selection criteria for local demonstration sites. The State Department of Mental Health will continue to administer the infant, preschool, and family mental health project at its current sites for 18 months, at which time funding for early mental health efforts will be built into the Special Needs Project demonstration sites. Staff is in the preliminary planning stages for a media announcement of the Special Needs and Disabilities project.

Kit for New Parents – The contract for production and distribution of the Kit for New Parents was awarded to ALOM Technologies of Fremont. The contract includes on-line ordering and guarantees 24-hour shipping. It is expected to be in effect by January 1, 2004.

AB 179 – Dr. Henderson reported that AB 179 (Chan) has become law. This bill permits the State Commission to officially be known as First 5 California.

Informal Caregiver Support – Dr. Henderson reported that focus groups are being held in the initial stage of the Informal Caregiver Support Initiative, and findings are expected in January.

Advisory Committee on Diversity – Dr. Henderson reported that a meeting of the Advisory Committee on Diversity is being scheduled for November to move forward on the implementation of the Principles on Equity.

- **First 5 Association of California Report – Item 6**

Mark Friedman, President of the First 5 Association of California and Executive Director of First 5 Alameda County, provided a brief update of activities in which the Association is involved:

Preschool for All Task Force – Mark Friedman reported on the work of the Association's task force to develop principles that will be sent to all county commissions for ratification. This will enable to Association to work more effectively in the statewide movement for Preschool for All.

Statewide Conference of County Commissions – Mr. Friedman reported that the state conference will be held in Burlingame on April 20-23, 2004, and an Association-led planning effort is underway.

Prop. 99 Backfill – The Association is working with state staff on the determination by the Board of Equalization of the amount of the backfill that will be required for Prop. 99.

Tobacco Coordination – Mr. Friedman reported that the Association is reaching out to the tobacco control community to ensure coordination and understanding of one another's efforts. He reported that he and Sherry Novick, Executive Director, First 5 Association of California, will meet with the Tobacco Education and Research Oversight Committee at its October meeting.

Mr. Friedman stated that the Association is increasingly aware of the importance of synthesizing the First 5 message by linking evaluation efforts with media and outreach strategies. He reported that this will be a focus of the next Association meeting.

- **First 5 California Health Access for All Children (birth to 5) Initiative – Item 7**

The State Commission approved the proposal for the First 5 California Health Access for All Children (0-5) Initiative. This \$46.5 million proposal will specifically support:

- Health Insurance Premiums (\$42.5 million)
- Outreach and Enrollment Activities (set aside of \$3 million to possibly combine with the First 5 CBO Program)
- Quality Enhancement and Evaluation Activities (set aside of \$1 million)

This First 5 California investment largely supports 4-year allocations to the County Commissions to assist with paying for the health insurance premiums to cover the state's approximately 48,000 youngest uninsured children (birth to 5 years of age) who are ineligible for Medi-Cal and Healthy Families and who have a family income below 300% of the Federal Poverty Level (regardless of immigration status). The County Allocations will require a \$1 state to \$4 local cash match to subsidize premiums for an insurance program that offers a comprehensive benefit package (medical, dental and vision) that mirrors the Healthy Families Program. The County Allocation application process is scheduled to be established and operational by January 2004.

In addition to partnering with the County Commissions, the State Commission has been working with a number of foundation partners. The proposal delineates the roles and responsibilities for First 5 CCFC and our key partners in the specific areas of Insurance Premium Subsidies; Technical Assistance; Outreach and Enrollment; and Quality Enhancement and Evaluation.

The State Commission also discussed its role and leadership on universal health care and in supporting efforts to expand health insurance program to older children (6-18). In a subsequent discussion on the continuance of the First 5 California CBO Outreach Program, the State Commission will consider an option of focusing a portion of the CBO program on promoting health insurance coverage and enrollment.

- **Media and Public Relations Requests for Proposals – Item 8**

Within the next five months, both of First 5 California's media contracts will conclude -- the paid media contract with GMMB, IW Group and Durazo Communications (ends December 2003) and the public relations/community outreach/materials distribution center (clearinghouse) contract with Rogers & Associates, IW Group and Bauman Curry (ends March 2004).

The Commission approved:

- A. Six-month contract extensions in the amount of \$12 million for the GMMB contract and \$2.5 million for the Rogers & Associates contract, in order to complete a competitive bid process; and
- B. The release of and funding for two Requests for Proposals (RFP) for public education and outreach. The RFPs will be for a three-year paid media contract and for a three-year public relations/community outreach/materials distribution center contract in order to implement a statewide campaign targeting California's diverse communities. State Commission staff will begin to develop a bid package for each RFP. The breakdown between the two contracts could be as follows:
  - a. Paid Media: \$22.5 million per year (\$67.5 million total)
  - b. Public Relations/Community Outreach/Materials Distribution Center: \$7 million per year (\$21 million total)

At the Commission's direction, staff will investigate the appropriate inclusion of the Principles on Equity and how to best ensure that bidders have expertise with California's diverse populations. Commissioners also directed staff to require bidders to have expertise in the area of special needs and disabilities.

- **ABCD Facilities Project – Item 9**

The State Commission approved \$3 million for the Affordable Buildings for Children's Development (ABCD) Facilities Project. The ABCD is a Packard Foundation sponsored project to develop a financing system for the construction and upgrading of preschool and child care facilities in California. The First 5 California funding will specifically support Constructing Connections, an ABCD strategy to increase the expertise of child care center operators and intermediaries in facilities development, and to foster collaboration between the early childhood education and the economic development sectors. As a provision of this proposal, no more than \$1 million will be spent before a progress report is submitted to the Commission, at which time the additional \$ 2 million requested may be released.

- **Small/Rural County Support – Item 10**

Mark Friedman, President of the First 5 Association, and Mike Ruane, Chair of the Association's Policy Committee, introduced the Association's proposal to continue State Commission funding of approximately \$3.4 million for 31 small population counties to ensure that every county has at least a \$200,000 minimum allocation and providing a graduated augmentation for administration and travel. They noted that approximately 80 percent of the county commissions have endorsed the proposal, with others planning to take it up in the coming month. They pointed out that the State Commission's funding to date has guaranteed the statewide implementation of Proposition 10. The urban counties support continued state funding of the small county allocation.

Jean Soliz-Conklin from Nevada County presented the Commission with an update on how the state funds have been used in the 31 counties to meet the goals and objectives of the State Commission.

Chairman Reiner agreed with the importance of ensuring that Proposition 10 remains a statewide effort and wants to explore ways to assure an adequate allocation for all counties, with the larger counties sharing in the funding.

Commissioner Reiner asked the Association and state staff to review the latest County Commission audits and develop options for further discussion before this item comes back up for a vote in January.

- **Preschool for All – Item 12**

The Commission received an update on the new initiative: Preschool for All Demonstration Projects that was approved for \$100 million in funding over seven years to increase the number and quality of preschool spaces within a limited number of districts and counties. In addition, information was provided on the status of AB 56 (Alpert, Steinberg, Chan, Liu), proposed

legislation to begin implementation of the ‘school readiness’ recommendations of *The California Master Plan for Education*.

- **Research – Item 13**

A draft research agenda was presented that outlined the structure, criteria, and process to fund research that will further the goals of First 5 California. The overall research budget is proposed at \$5 million over four years, beginning in 2004. The focus of the research is on Preschool for All and Children with Special Needs. Topics will be refined by a work group of Research Advisory Committee members, staff county representatives, and identified experts. After some discussion, the timeline was revised to bring the budget and first round research topics to the Commission, for action, in January 2004.

- **Annual Review of Guidelines – Item 14**

Major revisions to the Guidelines are anticipated this year to reflect and incorporate the First 5 focus on school Readiness. The Commission agreed to form a work group of county and state staff to review the Guidelines, recommend changes, and approve any new language that is drafted pursuant to the recommendations. The final writing and editing will be done by a consultant and the completed revised Guidelines will come back to the Commission for approval.

- **Adjournment – Item 15**

Chairman Reiner adjourned the meeting at 2:50 p.m. The next Commission meeting will be a two-day meeting on January 15-16, 2003, in Southern California.